

FLASH REPORT  
W/E 01/14/91  
18

NATIONAL/REGIONAL

RETAIL  
AUDIT

CURRENT  
WEEK'S  
VOLUME  
(000)

4 WK  
MOVING  
SHIPMENT  
SHARE

Bristol - New Nielsen  
Bucks\*1  
New Nielsen  
Misty  
Heritage  
Sterling  
Viceroy KSF Box  
Camel Ultra Lights

1.1\*  
0.4 (7000)  
0.4  
0.1\*\*\*\*  
0.2\*\*\*\*  
0.1\*\*\*\*  
0.1\*\*\*\*  
0.8

81.33  
25.53  
N/A  
N/A  
N/A  
N/A

1.1  
0.4  
0.2  
0.1  
0.2  
0.1

\*#1-Aggregation-of-7-test-markets

PM TEST BRANDS

Next De-Nic - Tampa, FL  
B&H De-Nic - Arizona

0.7  
1.4

0.18  
0.29

0.2  
0.6

Marlboro Ultra-Indianapolis  
Portland, OR  
Nashville, TN

1.7  
1.1  
1.6

0.37  
0.32  
0.41

0.8  
0.5  
1.1

Cartier - L.A.  
- San Francisco  
- San Diego  
Bucks - Arizona  
Birmingham

0.5  
N/A  
N/A  
0.5  
0.6

0.05  
0.04  
N/A  
0.38  
0.07

LT 0.1  
LT 0.1  
LT 0.1  
0.6  
0.4

COMPETITIVE TEST BRANDS

Chelsea - Eastern PA  
Tampa/Orlando, FL  
Nevada  
Horizon - Atlanta  
Salem Gold - Cleveland, OH \*\*\*\*  
Dakota - Houston \*\*  
Nashville

N/A  
0.4  
N/A  
0.6  
LT 0.1  
0.5  
0.3

N/A  
N/A  
-  
N/A  
-  
N/A  
N/A

LT 0.1  
0.1  
LT 0.1  
0.3  
LT 0.1  
0.2  
0.3

Kool Deluxe - Houston \*\*  
Hawaii \*\*\*

0.5  
0.8

N/A  
N/A

0.3  
1.0

Bull Durham - CA./N.H. Partial

0.1\*\*\*

N/A

0.3

\*\*\* Scanning Supermarkets  
\*\* Convenience Scanning

\*\*\* ICC  
\*\*\* New Nielsen

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